



CSI-Thermal Program

Public Forum

December 18, 2013

California **Solar** Initiative

Agenda

- CSI-Thermal Metrics
- CSI-Thermal Program Updates
- Statewide Marketing Update
- Q&A

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CSI-Thermal Metrics

csithermal.com/public_export

csithermal.com/tracker



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Residential Application Volume

		2010	2011	2012	2013
PG&E	Applications	67	81	90	67
	Incentive	\$77,918	\$99,996	\$139,421	\$130,265
CCSE	Applications	32	55	32	14
	Incentive	\$33,252	\$44,476	\$42,333	\$23,436
SCE	Applications	2	6	16	15
	Incentive	\$1,729	\$6,877	\$22,806	\$24,968
SCG	Applications	10	45	64	177
	Incentive	\$17,494	\$69,442	\$101,379	\$335,909

Data from Program Inception – December 4, 2013 (Residential Received for both Natural gas and Electric/Propane)

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Commercial/Multifamily Application Volume

		2010	2011	2012	2013
PG&E	Applications	11	101	82	25
	Incentive	\$165,736	\$2,660,593	\$1,855,515	\$1,161,058
CCSE	Applications	4	14	20	22
	Incentive	\$69,471	\$536,017	\$1,161,086	\$1,054,252
SCE	Applications	0	1	1	0
	Incentive	0	\$653	\$4,310	\$0
SCG	Applications	0	45	30	83
	Incentive	0	\$795,217	\$630,352	\$2,990,905

Data from Program Inception – December 4, 2013 (Residential Received for both Natural gas and Electric/Propane)

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Low-Income Multifamily Application Volume

		2012	2013
PG&E	Applications	49	50
	Incentive	\$1,458,687	\$566,008
CCSE	Application s	28	27
	Incentive	\$1,002,753	\$839,844
SCG	Application s	55	53
	Incentive	\$1,631,219	\$1,415,660

Data from Program Inception – December 4, 2013 (Residential Received for both Natural gas and Electric/Propane)

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Expected Annual Energy Savings

	Therms	kWh
PG&E	756,627	543,965
CCSE	313,053	277,706
SCG	740,848	N/A
SCE	N/A	144,755

Data from Program Inception – December 4, 2013 (Received for both Natural gas and Electric/Propane)

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Avg. Incentive: Single-family Residential

		2010*	2013
PG&E	Gas	\$1,544	\$2,189
	Electric	\$976	\$1,070
	Propane	\$0	\$1,575
CCSE	Gas	\$1,099	\$1,054
	Electric	\$1,025	\$1,111
SCE	Electric	\$865	\$1,564
	Propane	\$0	\$1,753
SCG	Gas	\$1,757	\$1,753

*Note: Propane systems were not eligible for incentives in 2010.

Data from Program Inception – December 4, 2013 (Residential Received for both Natural gas and Electric/Propane)



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CSI-Thermal Tracker

- Monitor available funding in each step (Live)
- Monitor allocated incentive totals by:
 - Program Administrator
 - Customer Class (res vs. commercial)
 - Fuel Type (natural gas vs. electric/propane)
- Helpful when approaching a decrease in incentive step level – see SDGE/CCSE Comm/MF Step 1
- Available at: www.csithermal.com/tracker

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Customer Class	Step	Rate	Initial \$	Unused	Total in Step	Allocated	Remaining	Under Review
Single Family	1	\$18.59/Th	\$11,310,000	\$0	\$11,310,000	\$263,771	\$11,046,229	\$17,239
MFRes/Comm	1	\$14.53/Th	\$13,260,000	\$0	\$13,260,000	\$6,302,829	\$6,957,171	\$17,213
Single Family LI	1	\$25.64/Th	\$9,750,000	\$0	\$9,750,000	\$2,752,087	\$6,997,913	\$77,063
MFRes Low Inc		\$19.23/Th		\$0				

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CSI-Thermal Program Updates



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Program Expansion

- New End Uses & PBI

- Went live on 9/24.
- Commercial process heat, space heating, absorption chilling
- Multi-family/commercial combination systems
- DHW systems greater than 250kW thermal
- Opt-in DHW systems \leq 250 kWth (not including single-family residential systems)
- Must take the Performance Based Incentive (PBI)
- Paid over 2 years, quarterly, based on performance.
- No applications to date.....

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Purpose of PBI, New End Uses

- PBI enables the PAs to calculate the payments on actual thermal energy displaced.
 - Easy payment processing -- after every calendar quarter.
 - Assures that we are not over/under-paying; payments based on performance
 - Provides program with data for future analysis
- New End Uses open the program to potentially more customers by offering incentives for more technologies
 - Ex.: customers who only use “commercial process heat” now qualify
 - Commercial sector is where most program activity is happening; financials make the most sense
 - Helps program get closer to installation/energy savings goals

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PBI Incentive Level

Multi-Family and Commercial Natural Gas-Displacing System Incentive Steps

Step	Incentive per annual therm displaced	Maximum Incentive for Commercial/Multi-Family solar thermal projects
1	\$7.27	\$500,000
2	\$4.94	\$500,000
3	\$3.28	\$500,000
4	\$1.57	\$500,000

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PBI Incentive Level

Multi-family Low-income Natural Gas-Displacing System Incentive Steps

Step	Multi-family Low-Income Incentive per therm displaced	Maximum Incentive Multi-family Low-Income Projects
1	\$9.62	\$500,000
2	\$7.70	\$500,000
3	\$5.77	\$500,000
4	\$3.53	\$500,000

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PBI Incentive for Electric/Propane

PBI Multi-Family and Commercial Electric/Propane-Displacing System Incentive Steps

Step	Electric/Propane-Displacing Incentive (\$/kWh)	Maximum Incentive for Multi-Family/Commercial System
1	0.21	\$250,000
2	0.15	\$250,000
3	0.10	\$250,000
4	0.05	\$250,000

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Solar Pool Heating

- AB 2249 became law on January 1, 2013.
- The definition was expanded for “Solar water heating systems”:
 - To include multifamily residential, governmental, educational, and nonprofit solar pool heating systems, **but not** single-family residential solar pool heating systems. Basically → all non-single family residential pools.
- Handbook has been filed – available online
- Program was planned to start December 14, 2013. Delayed 30 days to improve the pool calculator.

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Reminder on Pools

- Incentives for natural gas customers only
- Incentive budget comes from Comm/MF program
- No PBI metering requirement and no opt-in PBI allowed.
 - PBI required for combi systems.
- The incentive rate starts at \$7/therm.
- No sizing restrictions for solar pool installations.
- Installations must follow existing codes, standards and health regulations.
- Handbook checklist will have up-to-date install requirements



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Swimming Pool Incentive Level

NATURAL GAS only

Does not apply to single family residential customers

Step	Incentive Rate (\$/therm displaced per year)	Maximum Incentive
1	\$7.00	\$500,000
2	\$7.00	\$500,000
3	\$5.00	\$500,000
4	\$3.00	\$500,000

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Marketing and Outreach Updates



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Goals

The goals of the Statewide Market Facilitation Plan are to work in conjunction with the Local Market Facilitation Plans to build awareness and increase understanding of:

- Solar water heating and the California Solar Initiative-Thermal (CSI-T) Program
- Solar water heating technology
- The advantages and availability of CSI-T rebates
- The advantages of adopting streamlined permitting processes, minimal fee structures and financing solar hot water systems to increase the number of rebate applications statewide



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Strategies

- Conduct pre-campaign research to assess consumer awareness and understanding of SWH technologies
- Establish metrics for goals
- Develop and implement statewide paid and earned media campaigns
- Participate in local consumer, trade and community outreach events
- Conduct and assess post-campaign research to track and evaluate changed awareness levels, attitudes and behaviors

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Target Markets

- Commercial enterprise operators
- Industrial facilities managers
- Multi-family property owners
- Single-family residence homeowners
- Contractors and installers

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Tactics

- Develop campaigns that deliver cross-platform messaging to various customer segments through multiple touch-points, such as:
 - Internet Landing Page
 - Broadcast Radio
 - Internet Streaming Radio
 - Digital Display Advertising
 - Residential & Business
 - Search Engine Marketing
 - Earned Media/Press Coverage

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Statewide Continuation Plan

- The focus of the statewide six-month continuation effort, which culminates on December 21, 2013, extends the program's online presence to further increase awareness & drive more traffic to the WaterHeatedByTheSun.com (WHBTS.com) landing page.
- In addition to a digital infrastructure approach, funds were re-allocated to support the optimization and redesign of the WHBTS.com landing page.
- Due to limited media inventory and premium media costs during the holiday season, the PAs decided to postpone marketing of the program's expansion until 2014.

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Integrated Marketing and Communications Firm

- Upon departure of Fraser Communications as agency of record, in June 2013 the PAs jointly appointed Phelps Total Market (PTM) to manage and provide continuity to the existing program.
- In August 2013, the PAs jointly reconfirmed their intent to continue building on the success of the program by engaging PTM to prepare and develop a Statewide Market Facilitation Plan for 2014, which was submitted to the CPUC on October 1, 2013.

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2014 Local Market Facilitation Plans w/ common Statewide Marketing Components

- Each PA's Local Market Facilitation Plan with common Statewide Marketing Components was approved by the Energy Division of the CPUC on November 12, 2013.
- CPUC requested an addendum to the plan by December 13, 2013 to show marketing efforts that will target the low-income segment.
- Highlights of the 2014 plan include new creative, broadcast TV, direct mail marketing, paid search, online advertising and research.

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Q&A

